

# Dog Food in Peru

May 2024

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# Dog Food in Peru - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Dog food volume sales return to growth as macroeconomic climate improves Demand for wet dog food grows rapidly from a low base Interest in premium and super-premium brands continues to rise

#### PROSPECTS AND OPPORTUNITIES

Dog food set to expand steadily in volume and current value terms Dog treats and mixers expected to be the fastest developing category Higher-end products with naturally healthy positioning will continue to gain popularity

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